

## Food Packaging Trends - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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32% of food launches tracked by Mintel GNPD (Global New Products Database) from May 2018-April 2018 featured new packaging, and new packaging experienced the highest gain among launch types from 2013-18. 62% of shoppers claim on-pack information is important to food choice, suggesting that consumers are reading labels. 58% of shoppers say “fresh” is an important factor when shopping for food.

This report looks at the following areas:

- Freshness is most important when shopping for food
- 62% of shoppers say on-pack information is important to choice
- Packaging integrity outweighs design

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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73% of grocery shoppers buy their food at traditional supermarkets

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Consumers are turned off of products that aren't clearly definable

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Consumers are turned off of products that aren't clearly definable

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Large (bulk) formats are more popular than small (single-size) formats

62% of shoppers say on-pack information is important to choice

74% of food shoppers look for an expiration date on-pack

Packaging integrity outweighs design

35% of consumers say reducing packaging waste is important to them

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Packaging integrity outweighs design

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Abbreviations

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